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STUDY #243-046

MAY 1982

COUNTY

PLACE

Blk.#

X 5-1

Time started _____ Time finished _____ Total minutes _____ 14,15

1. I'm from The Roper Organization and we're making a survey on topics in the news today. First, I'd like to ask you where you usually get most of your news about what's going on in the world today--from newspapers, or radio, or television, or magazines, or talking to people, or where?

Newspapers.....	1	16/
Radio.....	2	
Television.....	3	
Magazines.....	4	
People.....	5	
Other.....	6	
Don't know.....	7	

2. Turning now to something else, we'd like your impression as to how interested a few major industries are in the safety and welfare of the people who use their products and services. (HAND RESPONDENT CARD) Using this card, how interested would you say the automobile industry is in the safety and welfare of its customers? How about the drug industry? (ASK ABOUT EACH INDUSTRY)

	<u>Very interested</u>	<u>Moderately interested</u>	<u>Not very interested</u>	<u>Not at all interested</u>	<u>Don't know</u>	
a. Automobile industry.....	1	2	3	4	5	17/
b. Drug industry.....	1	2	3	4	5	18/
c. Tobacco industry.....	1	2	3	4	5	19/
d. Liquor industry.....	1	2	3	4	5	20/
e. Chemical industry.....	1	2	3	4	5	21/
f. Oil industry.....	1	2	3	4	5	22/
g. Food processing and manufacturing industry.....	1	2	3	4	5	23/
h. Electric power industry.....	1	2	3	4	5	24/

3. Now we'd like your impression as to how important these industries are to our economy, taking into account the number of jobs they provide, the sales they produce, etc. (HAND RESPONDENT CARD)

Using this card, how important would you say the automobile industry is to our economy? How about the drug industry? (ASK ABOUT EACH INDUSTRY)

	<u>Very important</u>	<u>Moderately important</u>	<u>Not very important</u>	<u>Not at all important</u>	<u>Don't know</u>	
a. Automobile industry.....	1	2	3	4	5	25/
b. Drug industry.....	1	2	3	4	5	26/
c. Tobacco industry.....	1	2	3	4	5	27/
d. Liquor industry.....	1	2	3	4	5	28/
e. Chemical industry.....	1	2	3	4	5	29/
f. Oil industry.....	1	2	3	4	5	30/
g. Food processing and manufacturing industry.....	1	2	3	4	5	31/
h. Electric power industry.....	1	2	3	4	5	32/

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4. Local and state governments are always seeking ways to raise sufficient tax revenues. One way to achieve this is to tax everyone equally, such as through a general sales tax. Another way is to apply special taxes to users of specific products, such as gasoline, cigarettes, liquor, etc. When local and state taxes need to be increased, which one of these taxes would you be most willing to see raised? (HAND RESPONDENT CARD)

General sales tax.....	1	33/
Gasoline taxes.....	2	
Cigarette taxes.....	3	
Liquor taxes.....	4	
Don't know.....	5	

5. This is a question about what an employer can require when he is choosing somebody to hire. Do you think an employer should or should not have the right to refuse to employ someone who smokes cigarettes? How about someone who (READ REMAINING ITEMS FROM THE TOP DOWN):

	<u>Should</u>	<u>Should not</u>	<u>Don't know</u>	
smokes cigarettes?.....	1	2	3	34/
drinks alcoholic beverages from time to time?..	1	2	3	35/
drives a motorcycle?.....	1	2	3	36/
is over 65?.....	1	2	3	37/
is a homosexual?.....	1	2	3	38/
is black?.....	1	2	3	39/
is physically handicapped?.....	1	2	3	40/
is a woman of childbearing age?.....	1	2	3	41/

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6. Now, here are some things being talked about that can affect people's health, safety or welfare. (HAND RESPONDENT CARD) Which two or three things on the list are you personally most concerned about as far as the possible effects on the health, safety or welfare of you and your family?

	6. Most con- cerned about (col.42)	7. Govern- ment should take more steps	7. Govern- ment has already gone too far	7. Govern- ment is making the right effort	Don't know	
a. Air pollution.....	1	1	2	3	4	44/
b. Water pollution.....	2	1	2	3	4	45/
c. The safety of prescription drugs and medicines.....	3	1	2	3	4	46/
d. Use of alcoholic beverages.....	4	1	2	3	4	47/
e. Cigarette smoking.....	5	1	2	3	4	48/
f. Being around people who are smoking	6	1	2	3	4	49/
g. Food additives.....	7	1	2	3	4	50/
h. Automobile safety.....	8	1	2	3	4	51/
i. Being exposed to dust and fumes on the job.....	9	1	2	3	4	52/
	(col.43)					
j. Use of marijuana.....	1	1	2	3	4	53/
k. Narcotics addiction (heroin, etc.).	2	1	2	3	4	54/
l. Crime in the streets.....	3	1	2	3	4	55/
m. Nuclear radiation.....	4	1	2	3	4	56/
n. Chemical waste disposal.....	5	1	2	3	4	57/
None of these (vol.).....	6					
Don't know.....	7					

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7. Some people have said the Federal Government should take more steps to protect the public against certain of these hazards. Others have said the government has already gone too far on some of them. Still others say the government is making about the right effort now. For each item on that list, would you tell me how you personally feel?

First, air pollution--do you think the government should take more steps to protect the public, or that they've gone too far now, or that the government is making about the right effort to protect the public? How about water pollution? (ASK ABOUT EACH ITEM) (RECORD ABOVE)

8. Now I'm going to mention some commercial products that may be dangerous to their users. Please tell me whether you feel the government ought to ban the product entirely, or whether you think it ought to be sold but only with a warning label on the product, or whether you think it ought to be sold without any warning label. How about (READ EACH PRODUCT FROM THE TOP DOWN)--should they (it) be banned, sold with a warning label, or sold without a warning label?

	<u>Ban the product</u>	<u>Warning label</u>	<u>No label</u>	<u>Don't know</u>	
a. Automobiles.....	1	2	3	4	58/
b. Alcoholic beverages..	1	2	3	4	59/
c. Microwave ovens.....	1	2	3	4	60/
d. Hair dyes.....	1	2	3	4	61/
e. Saccharin.....	1	2	3	4	62/
f. Cigarettes.....	1	2	3	4	63/

9. Here is a list of things that different people have told us bother them. (HAND RESPONDENT CARD) For each one would you tell me whether it is a real annoyance to you, a minor irritation, or something that doesn't bother you? First, (read item). (ASK ABOUT EACH ONE)

	<u>Real annoyance</u>	<u>Minor irritation</u>	<u>Doesn't bother</u>	<u>Don't know</u>	
a. People getting ahead of you in line.....	1	2	3	4	64/
b. The driver in the car behind you honking when nothing in front of you is moving....	1	2	3	4	65/
c. People with colds coughing near you.....	1	2	3	4	66/
d. Sitting next to someone in a restaurant, bus or theatre who hasn't used a deodorant	1	2	3	4	67/
e. People who play transistor radios on buses, trains or planes.....	1	2	3	4	68/
f. A driver not dimming his headlights when he approaches you at night.....	1	2	3	4	69/
g. People smoking around you.....	1	2	3	4	70/
h. A neighbor who doesn't control his barking dog.....	1	2	3	4	71/
i. Sitting next to someone in a restaurant, bus or theatre who has on too much perfume or shaving lotion.....	1	2	3	4	72/
j. A parent who doesn't control an unruly child in public places.....	1	2	3	4	73/

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10. Now I'm going to name some things and we'd like to know how much difference you think each one makes in how long a person lives--a great difference, some difference, or almost no difference?

First, if a person is 20 lbs. overweight--do you think that makes a great difference in how long a person lives, some difference, or almost no difference? How about if a person doesn't get regular exercise--does that make a great difference, some difference, or almost no difference in how long a person lives? (ASK ABOUT EACH ITEM)

	Great difference	Some difference	Almost no difference	Don't know	
a. If a person is 20 lbs. overweight.....	1	2	3	4	7/
b. If a person doesn't get regular exercise.....	1	2	3	4	8/
c. If a person drinks 3 or 4 highballs a day.....	1	2	3	4	9/
d. If a person lives under a lot of tension and stress.....	1	2	3	4	10/
e. If a person smokes a pack of cigarettes a day..	1	2	3	4	11/
f. If a person regularly eats a lot of food with a high cholesterol content, like butter, eggs, etc.	1	2	3	4	12/

11. How do you feel about being near a person who is smoking cigarettes? Do you find it pleasant or annoying, or doesn't it affect you one way or the other?

Pleasant..... 1 13/
 Annoying..... 2
 Doesn't affect one way or the other..... 3
 Don't know..... 4

12. Well, as you probably know, some people have said it's bad even to be around people who smoke because of the smoke you inhale even if you're not smoking yourself. How do you feel about that--do you think it probably is hazardous to your health to be around people who are smoking, even when you're not smoking yourself, or that it probably doesn't have any real effect on your health?

Probably is hazardous..... 1 14/
 Probably doesn't have any real effect..... 2
 Don't know..... 3

INSTRUCTION: IF "ANNOYING" IN Q.11, ASK Q.13;
 IF NOT, SKIP TO Q.14.

13. Do you think you are allergic to cigarette smoke or do you just find it unpleasant?

Allergic..... 1 15/
 Unpleasant..... 2
 Don't know..... 3

14. What do you think are the major effects of cigarette advertising--do you think advertising for various brands of cigarettes causes youngsters and non-smoking adults to become smokers, or that it causes smokers to switch from one brand to another, or don't you think it has much effect of any kind?

Causes youngsters and non-smoking adults to become smokers..... 1 16/
 Causes smokers to switch brands..... 2
 Both (vol.)..... 3
 Doesn't have much effect of any kind..... 4
 Don't know..... 5

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15. Here is a list of some different kinds of places. (HAND RESPONDENT CARD) For each one, would you tell me whether you think separate sections of facilities should be provided for smokers and non-smokers, or whether smokers should be allowed to smoke anywhere? First, (name place). Should separate sections be provided for smokers in (place), or should smokers be allowed to smoke anywhere? (ASK ABOUT EACH THROUGH "h")

	15.				16.			
	Sepa- rate	Any- where	Don't know		Banned	Not banned	Don't know	
a. Trains, airplanes, buses.....	1	2	3	17/	1	2	3	25/
b. Eating places.....	1	2	3	18/	1	2	3	26/
c. Theatres.....	1	2	3	19/	1	2	3	27/
d. Work places or offices.....	1	2	3	20/	1	2	3	28/
e. Indoor sporting events.....	1	2	3	21/	1	2	3	29/
f. Public meetings.....	1	2	3	22/	1	2	3	30/
g. Barber or beauty shops.....	1	2	3	23/	1	2	3	31/
h. Train, plane or bus stations.....	1	2	3	24/	1	2	3	32/

On "16" card only:

i. Elevators.....	1	2	3	33/
j. Taxis.....	1	2	3	34/
k. Retail stores.....	1	2	3	35/
l. City, state or federal buildings.....	1	2	3	36/
m. Doctors' or dentists' waiting rooms.....	1	2	3	37/

16. Now here is a somewhat longer list of places. (HAND RESPONDENT CARD) For each one, would you tell me whether you think smoking should be banned entirely in that kind of place or not? First, (name place). (ASK ABOUT EACH THROUGH "m") (RECORD ABOVE)

17. Where smoking in public places is prohibited by law, what do you think the penalty for smoking should be-- a jail term, a fine, or a warning to stop?

Jail.....	1	38/
Fine.....	2	
Warning.....	3	
Don't know.....	4	

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18. Here are some arguments that have been given for passing a law against smoking in public places. (HAND RESPONDENT CARD) Would you read over the list and then tell me which one or two of those you, yourself, feel are the very strongest arguments?

- | | | |
|----------------------------------------------------------------------------------------------------------------------|---|-----|
| a. The health of nonsmokers is harmed by other people smoking in their presence..... | 1 | 39/ |
| b. Nonsmokers are a majority and so their rights come before the rights of smokers..... | 2 | |
| c. Even if there is no health hazard to them, many people are annoyed by other people smoking in their presence..... | 3 | |
| d. Nonsmokers are entitled to breathe air free of tobacco smoke..... | 4 | |
| e. The government should protect people who don't want other people to smoke around them in public places..... | 5 | |
| f. Some nonsmokers are allergic to tobacco smoke..... | 6 | |
| g. Tobacco smoke can contribute to the discomfort of many individuals | 7 | |
| h. Smoking is an unattractive habit..... | 8 | |
| i. Smoking creates litter problems in public places..... | 9 | |
| j. It would not be a hardship on smokers to stop smoking in public places..... | 1 | 40/ |
| k. Smoking tends to be a fire hazard in public places..... | 2 | |
| None..... | 3 | |
| Don't know..... | 4 | |

19. Some people say smoking is a habit, others say it's an addiction, and still others say it's neither one. Do you think it's a habit, an addiction, or neither one?

- | | | |
|-------------------|---|-----|
| A habit..... | 1 | 41/ |
| An addiction..... | 2 | |
| Neither one..... | 3 | |
| Both (vol.)..... | 4 | |
| Don't know..... | 5 | |

20. As you may know, criminals buy cigarettes in states that have low cigarette taxes and sell them illegally in states with high taxes. How concerned are you about this cigarette bootlegging? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned about cigarette bootlegging?

- | | | |
|---------------------------|---|-----|
| Very concerned..... | 1 | 42/ |
| Somewhat concerned..... | 2 | |
| Not too concerned..... | 3 | |
| Not at all concerned..... | 4 | |
| Don't know..... | 5 | |

21. As one way to stop cigarette bootlegging, it has been suggested that the Federal Government should tax cigarettes so that the cost of a pack of cigarettes in every state would be brought up to the level of New York State--which is the highest in the nation. Would you be in favor of such a tax or would you be opposed to it?

- | | | |
|-----------------|---|-----|
| Favor..... | 1 | 43/ |
| Opposed..... | 2 | |
| Don't know..... | 3 | |

22. Do you yourself smoke cigarettes, by that I mean as much as a pack a week?

- | | | |
|---------------|---|----------------|
| Yes..... | 1 | (ASK 23) 44/ |
| No..... | 2 | } (SKIP TO 31) |
| Don't know... | 3 | |

23. When you're indoors with other people, do you light up a cigarette without really thinking about it, or do you look around and then decide whether it's okay, or do you ask if others would mind, or do you just not smoke?

- | | | |
|----------------------------------|---|-----|
| Light up..... | 1 | 45/ |
| Look around and then decide..... | 2 | |
| Ask others..... | 3 | |
| Not smoke..... | 4 | |
| It depends (vol.)..... | 5 | |
| Don't know..... | 6 | |

24. About how many cigarettes do you usually smoke per day now?

- | | |
|-----------------|-------|
| (write in) | 46/47 |
| Don't know..... | Y |

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25. Would you say that you want to continue smoking, that you'd sort of like to give it up, or that you'd very much like to quit smoking?

Want to continue smoking.....	1	48/
Sort of like to give it up...	2	
Very much like to quit.....	3	
Like to quit but can't (vol.)	4	
Don't know.....	5	

26. Have you ever tried to quit smoking and given it up for as long as a week?

Yes.....	1	49/
No.....	2	
Don't know..	3	

27. Here is a list of reasons people have given as to why they continue to smoke despite having seen the warnings about smoking and health. (HAND RESPONDENT CARD) Would you read over those reasons and then call off those that come closest to explaining why you are still smoking despite the warnings?

a. These days they say everything is bad for you so I might as well smoke.....	1	50/
b. I don't think smoking is the only cause of the diseases they warn you about.....	2	
c. Only heavy smoking is dangerous and I don't smoke that much...	3	
d. I'd like to quit but I don't have the willpower.....	4	
e. I enjoy smoking and I don't want to give it up.....	5	
f. I just don't believe smoking is all that dangerous.....	6	
g. If I quit smoking I'd gain a lot of weight, and that would be worse for my health than smoking.....	7	
None of these (vol.).....	8	
Don't know.....	9	

28. There has been a lot of talk about smoking bothering other people. Do you find that you frequently feel uncomfortable about smoking around other people, occasionally feel uncomfortable, or seldom feel uncomfortable about smoking around others.

Frequently.....	1	51/
Occasionally.....	2	
Seldom.....	3	
Never (vol.).....	4	
Don't know.....	5	

29. The tax on a pack of cigarettes makes up nearly half the cost of cigarettes in most states. Do you think you would or would not smoke more if there were no tax on cigarettes?

Yes, would smoke more.....	1	52/
No, would not smoke more.....	2	
Don't know.....	3	

30. Is your brand of cigarettes a low tar cigarette--by that I mean it has 15 milligrams of tar or less--or do you smoke a cigarette with regular tar content, or don't you know which it is?

Low tar (15 mgs or less).....	1	} 53/
Regular content (over 15 mgs)...	2	
Don't know tar content.....	3	
No regular brand (vol.).....	4	

(SKIP TO 36)

31. Have you ever smoked cigarettes regularly--that is as much as a pack a week?

Yes.....	1	(ASK 32)	54/
No.....	2	} (SKIP TO 35)	
Don't know....	3		

32. How long ago did you stop smoking?

Within the last month.....	1	55/
Over a month to 3 months ago....	2	
Over 3 months to 6 months ago...	3	
Over 6 months to a year ago.....	4	
Over a year ago to 2 years ago..	5	
Over two years to 10 years ago..	6	
Over ten years ago.....	7	
Don't know.....	8	

33. About how many cigarettes a day were you smoking before you quit?

_____	56/57
(write in)	
Don't know.....	Y

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34. Here is a list of things that some people have said caused them to quit smoking. (HAND RESPONDENT CARD) Which one or two things on that list had the most to do with causing you to quit smoking?

- | | | |
|----------------------------------------------------------------|---|-----|
| a. Government reports on the effects of smoking on health..... | 1 | 58/ |
| b. The expense of smoking..... | 2 | |
| c. Doctors advising against smoking. | 3 | |
| d. A smoking clinic..... | 4 | |
| e. Children objecting to parents smoking..... | 5 | |
| f. Friends or relatives urging quitting smoking..... | 6 | |
| g. Health problems..... | 7 | |
| None..... | 8 | |
| Don't know..... | 9 | |

35. When you're indoors and someone is smoking, what do you normally do? Do you ask him to stop, or do you try to indicate disapproval without actually saying so, or do you try to move away from him or doesn't it matter to you, or do you actually enjoy it?

- | | | |
|---------------------------------------------|---|-----|
| Ask him to stop..... | 1 | 59/ |
| Indicate disapproval without saying so..... | 2 | |
| Try to move away..... | 3 | |
| Doesn't matter..... | 4 | |
| Enjoy it..... | 5 | |
| It depends (vol.)..... | 6 | |
| Don't know..... | 7 | |

(ASK EVERYONE)

36. Have you read or heard anything during the past year that made you either more worried or less worried about smoking?

- | | | | |
|----------------|---|----------------|-----|
| Yes..... | 1 | (ASK 37) | 60/ |
| No..... | 2 | } (SKIP TO 39) | |
| Don't know.... | 3 | | |

37. Which did you feel--more worried or less worried?

- | | | |
|----------------|---|-----|
| More..... | 1 | 61/ |
| Less..... | 2 | |
| Don't know.... | 3 | |

38. What was it that you read or heard?

62-
63-
64-
65-

Don't know....65-Y

39. Do you feel you know enough about this whole matter of smoking and health, or do you feel you need to know more than you do?

- | | | |
|---------------------|---|-----|
| Know enough..... | 1 | 66/ |
| Need to know more.. | 2 | |
| Don't know..... | 3 | |

40. Here is a list of different kinds of organizations. (HAND RESPONDENT CARD) Would you look down this list and tell me which one or two you would consider the most reliable sources of information on smoking and health?

- | | | |
|-----------------------------------------------------------|---|-----|
| a. Medical schools..... | 1 | 67/ |
| b. Government agencies..... | 2 | |
| c. The Tobacco Institute..... | 3 | |
| d. Independent research laboratories..... | 4 | |
| e. Organizations like the American Medical Association... | 5 | |
| f. Organizations like the American Cancer Society..... | 6 | |
| None..... | 7 | |
| Don't know..... | 8 | |

41. In the controversy over smoking and health some people think the government has been unfair in focusing on cigarettes to the exclusion of other things that might be harmful to health. Others say the government cannot focus on it too much. What do you think--that the government has or has not focused unfairly on cigarettes?

- | | | |
|---------------------------------------------|---|-----|
| Focused unfairly on cigarettes..... | 1 | 68/ |
| Has not focused unfairly on cigarettes..... | 2 | |
| Don't know..... | 3 | |

42. What do you think the cigarette industry believes about the case against cigarettes--do you think they know it's true but won't admit it, or that they suspect it's true but don't think it has been proven, or that they don't believe it's true?

- | | | | |
|------------------------------|---|----------------|-----|
| Know it's true..... | 1 | } (ASK 43) | 69/ |
| Suspect it's true... | 2 | | |
| Don't believe it's true..... | 3 | } (SKIP TO 44) | |
| Don't know..... | 4 | | |

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43. What do you think they are doing about it--do you think they are working hard to try and find an answer, or that they're making some efforts but could do more, or that they're not doing much of anything about it?

Working hard.....	1	70/
Making some efforts.....	2	
Not doing much of anything	3	
Don't know.....	4	

44. In general, what would you say your attitude is toward the tobacco industry on the way they have reacted to the controversy on smoking and health--would you say your attitude toward the tobacco industry is very favorable, moderately favorable, not very favorable, or not at all favorable?

Very favorable.....	1	71/
Moderately favorable.....	2	
Not very favorable.....	3	
Not at all favorable.....	4	
Don't know.....	5	

45. Have you by chance seen any ads in any magazines during the past month or two that addressed themselves to any part of the controversy over cigarette smoking?

Yes.....	1	(ASK 46)	72/
No.....	2	} (SKIP TO 49)	
Don't know...	3		

46. Were those ads put out by the tobacco industry, or put out by someone like the Heart Association, the Cancer Society, or the Lung Association, or don't you remember who put them out?

Tobacco industry.....	1	(ASK 47)	73/
Heart, Cancer, Lung....	2	(SKIP TO 49)	
Both.....	3	(ASK 47)	
Don't remember.....	4	(SKIP TO 49)	

47. Did you find the ads put out by the tobacco industry very interesting and informative, somewhat interesting and informative, not very interesting and informative, or not at all interesting and informative.

Very.....	1	74/
Somewhat....	2	
Not very....	3	
Not at all..	4	
Don't know..	5	

48. Do you think those ads will make people feel more tolerant of smoking, or less tolerant of smoking, or don't you think they will affect the way people feel about smoking?

More.....	1	41/
Less.....	2	
Won't affect....	3	
Don't know.....	4	

49. I'd like to turn now to a few questions on some different subjects. First, how would you rate your health right now--would you say it is very good, good, fair, poor, or very poor?

Very good.....	1	42/
Good.....	2	
Fair.....	3	
Poor.....	4	
Very poor.....	5	
Don't know.....	6	

50. How often do you find that you are under pressure to meet some kind of deadline--constantly, usually, occasionally or almost never?

Constantly.....	1	43/
Usually.....	2	
Occasionally.....	3	
Almost never.....	4	
Don't know.....	5	

51. When you feel angry, are you more likely to show it or try to cover it up?

Show it.....	1	44/
Try to cover it up.....	2	
Don't know.....	3	

52. Do you tend to worry about things that might happen, or do you pretty much take things as they come?

Tend to worry...	1	45/
Take things as they come.....	2	
Don't know.....	3	

53. Almost everyone has fears or anxieties about at least some things. Here is a list of a number of things different people say make them fearful or cause them anxiety. (HAND RESPONDENT CARD) Would you read down that list and call off all the ones that are concerns of yours?

a. Flying in a plane.....	1	46/
b. Driving a car.....	2	
c. Riding in a car.....	3	
d. Being confined in a small place..	4	
e. Being in a large crowd.....	5	
f. High places.....	6	
g. Being in a very dark place.....	7	
h. Being alone in a house.....	8	
i. Riding in an elevator.....	9	
j. Getting lost.....	0	
k. Making a speech in public.....	X	
l. Calling someone on the telephone that you don't know.....	1	47/
m. Meeting new people.....	2	
n. Entering a room full of people...	3	
o. The prospect of failing at your job.....	4	
p. Meeting someone who is famous or very important.....	5	
q. The prospect of being caught in a fire.....	6	
r. The prospect of drowning.....	7	
s. The prospect of being mugged.....	8	
None.....	9	
Don't know.....	0	

54. There are four Saturday nights in a typical month. You could spend all four of them at parties with friends, or you could spend all four of them at home with your family talking, reading or watching TV. How many of the four Saturdays, if any, would you prefer to spend at parties with friends?

One.....	1	48/
Two.....	2	
Three.....	3	
Four.....	4	
None.....	5	
Don't know...	6	

55. Here is a list of foods and seasonings. (HAND RESPONDENT CARD) Would you read down that list and call off those, if any, that you particularly like?

a. Ice cream.....	1	49/
b. Candy.....	2	
c. Apple pie.....	3	
d. Salted nuts.....	4	
e. Hot mustard.....	5	
f. Tabasco sauce.....	6	
g. Worcestershire sauce...	7	
h. Hot peppers.....	8	
i. Anchovies.....	9	
j. Garlic.....	1	50/
k. Onions.....	2	
l. Liver.....	3	
m. Oysters.....	4	
n. Sweetbreads.....	5	
None.....	6	
Don't know.....	7	

56. How often would you say you eat between meals--almost every day, now and then, or rarely or never?

Almost every day.....	1	51/
Now and then.....	2	
Rarely or never.....	3	
Don't know.....	4	

57. About how many flights on commercial airlines--if any--have you made in the last year?

None.....	1	52/
One to three.....	2	
Four to nine.....	3	
Ten or more.....	4	
Don't know.....	5	

58. About how many times--if any--have you eaten dinner or supper out in a restaurant during the last month?

None.....	1	53/
One to three.....	2	
Four to nine.....	3	
Ten or more.....	4	
Don't know.....	5	

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59. I'm going to read off a few magazines, and would you tell me how often, if ever, you read them? (READ MAGAZINE NAME)--do you read it regularly, or read it now and then, or almost never see it? (ASK ABOUT EACH)

	Regularly	Now and then	Never	Don't know	
Reader's Digest.....	1	2	3	4	54/
People.....	1	2	3	4	55/
TV Guide.....	1	2	3	4	56/
U.S. News & World Report.....	1	2	3	4	57/
Sports Illustrated.....	1	2	3	4	58/
Time.....	1	2	3	4	59/
Newsweek.....	1	2	3	4	60/

Now, some questions for tabulating purposes.

60. Are you married, single, widowed, separated or divorced?

Married.....	1	61/
Single.....	2	
Widowed.....	3	
Separated.....	4	
Divorced.....	5	

61. Do you have any children under the age of 18?

Yes.....	1	62/
No.....	2	

62. What was the last year of regular school that you completed--not counting specialized schools like secretarial, art or trade schools?

No school.....	1	63/
Grade school (1 - 8) ..	2	
Some H.S. (9 - 11)	3	
H.S. Grad. (12)	4	
Some coll. (13 - 15) ..	5	
Coll. Grad. (16)	6	
Post Grad. (17+)	7	

63a. Are you at present employed, either full-time or part-time?

Full-time.....	1	} (SKIP TO 63c)	64/
Part-time.....	2		
Not employed....	3	(ASK 63b)	

63b. Are you (CALL OFF APPROPRIATE CATEGORIES)

A housewife,.....	1	} (SKIP TO 64)	65/
Unemployed,.....	2		
A student,.....	3		
Retired,.....	4		
Or what? (all other)	5		

63c. What is your occupation?

Top management, top talent and major professional.....	1	66/
Executive, administrative, lesser professional.....	2	
Owner--small retail or business....	3	
Farmers (owners and managers).....	4	
Technicians, minor administrative..	5	
White collar, clerical (non-supervisory).....	6	
Salesmen.....	7	
Skilled and semi-skilled labor.....	8	
Unskilled labor.....	9	
Service and protective workers.....	0	

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64. Do you, or does anyone in your family living here at home belong to a labor union?

Respondent belongs to union..... 1 67/
 Other family member belongs to union 2
 No one belongs to union..... 3
 Don't know..... 4

65. Now here is a list of income categories. (HAND RESPONDENT CARD) Would you call off the letter of the category that best describes the combined annual income of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources?

a. Under \$5,000..... 1 68/
 b. \$5,000 to \$6,999..... 2
 c. \$7,000 to \$9,999..... 3
 d. \$10,000 to \$14,999..... 4
 e. \$15,000 to \$19,999..... 5 (SKIP TO 67)
 f. \$20,000 to \$24,999..... 6
 g. \$25,000 to \$29,999..... 7
 h. \$30,000 to \$34,999..... 8
 i. \$35,000 to \$39,999..... 9
 j. \$40,000 and over..... 0

Not sure/refused..... X (GO TO 66)

66. INTERVIEWER: ESTIMATE INCOME CATEGORY.

a. Under \$10,000..... 1 69/
 b. \$10,000 to \$19,999..... 2
 c. \$20,000 to \$29,999..... 3
 d. \$30,000 and over..... 4

67. Here is a list of age groups. (HAND RESPONDENT CARD) Would you call off the letter of the age group you happen to be in? (IF REFUSED, INTERVIEWER ESTIMATE GROUP)

a. 17 to 20..... 1 70/
 b. 21 to 24..... 2
 c. 25 to 34..... 3
 d. 35 to 49..... 4
 e. 50 to 59..... 5
 f. 60 & over..... 6
 Refused..... 7 (ESTIMATE AND RECORD ABOVE)

68. Would you look at this card (HAND RESPONDENT CARD) and call off the letter of the category that best fits your height?

a. Under 4 ft. 10 inches..... 1 71/
 b. 4 ft. 10 in. to under 5 ft..... 2
 c. 5 ft. to under 5 ft. 2 in..... 3
 d. 5 ft. 2 in. to under 5 ft. 4 in.. 4
 e. 5 ft. 4 in. to under 5 ft. 6 in.. 5
 f. 5 ft. 6 in. to under 5 ft. 8 in.. 6
 g. 5 ft. 8 in. to under 5 ft. 10 in. 7
 h. 5 ft. 10 in. to under 6 ft..... 8
 i. 6 ft. to under 6 ft. 2 in..... 9
 j. 6 ft. 2 in. to under 6 ft. 4 in.. 0
 k. 6 ft. 4 in. or taller..... X

Don't know/refused..... Y (ESTIMATE AND RECORD ABOVE)

69. Now would you look at this card (HAND RESPONDENT CARD) and call off the letter of the category that best fits your present weight?

a. Under 100 lbs..... 1 72/
 b. 100 - 109 lbs..... 2
 c. 110 - 119 lbs..... 3
 d. 120 - 129 lbs..... 4
 e. 130 - 139 lbs..... 5
 f. 140 - 149 lbs..... 6
 g. 150 - 159 lbs..... 7
 h. 160 - 169 lbs..... 8
 i. 170 - 179 lbs..... 9
 j. 180 - 189 lbs..... 1 73/
 k. 190 - 199 lbs..... 2
 l. 200 lbs. or over..... 3

Don't know/refused.... 4 (ESTIMATE & RECORD ABOVE)

FACTUAL

Sex			Race			Hispanic		
Male..	1	74/	White	1	75/	Yes..	1	76/
Female	2		Black	2		No..	2	
			Other	3				

Name _____

Address _____

City or Town _____

State _____ Zip Code _____

Apt. # _____

Area Code _____ Telephone # _____ 68-77

Date _____ 78/79

Interviewer's Initials _____